



Direzione Ricerca,
Innovazione e
Internazionalizzazione

**UNIVERSITÀ
DI TORINO**

ID

VP_124_MAN

Visiting Professor Program Academic Year 2025/2026

TEACHING COMMITMENT: 20 hours

COURSE TITLE

Business Management

TEACHING PERIOD

II semester

SCIENTIFIC AREA

Economic and Statistics

LANGUAGE USED TO TEACH

English

COURSE SUMMARY

The focus of the course will be on management research methods, which are a major component of business management. The course will cover both qualitative and quantitative research methods and methodologies, including primary and secondary research. Additionally, it will explore the business planning process and how research can be used as a facilitating tool.

LEARNING OBJECTIVES

The main outcomes of the course is the analysis of the main management tools, applying contemporary management theories to the demands of business and management practice and finding and generating information/data needed to inform problem solving in management using appropriate methodology.

OTHER ACTIVITIES BESIDE THE COURSE

VISITING PROFESSOR PROFILE

The candidate must have a strong academic background, holding a PhD in disciplines related to marketing and/or business management. A solid academic experience is required, with positions held at high-level institutions as a Visiting Professor and/or Research Fellow. The candidate must have made significant contributions to research in their field, with an extensive scientific output that includes publications in peer-reviewed academic journals, book chapters, and presentations at international conferences. Additionally, they must have published volumes on business management topics

CONTACT REFERENT

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